



## Background

Park Street Partners (PSP) was established in 2002 as part of the implementation of the *Park Street Revitalization: Possibilities to Reality* Plan. Its purpose is to facilitate and support the revitalization of the Park Street Corridor. PSP strives to be visionary, inclusive, responsive, and accountable to the Southside community. Membership includes private and public institutions, neighborhood-based organizations, residents, and small businesses that have a stake in the sustainable redevelopment of the Southside. Current members include:

- South Metropolitan Planning Council
- South Metropolitan Business Association
- University of Wisconsin
- Saint Marys Hospital
- Meriter Hospital
- Madison Gas and Electric
- City of Madison
- Dane County
- Town of Madison
- Wisconsin Department of Transportation

## Priority Projects

PSP primary guiding principal is the stewardship of projects within the Park Street Corridor to ensure that they meet the vision laid out in the *Park Street Revitalization: Possibilities to Reality* Plan. This stewardship includes educating public and private players as well as facilitating communication and coordination between players. In addition, PSP undertakes certain projects that it believes will be a catalyst for revitalization. PSP current activities include:

### Stewardship

1. Streetscape and entryway enhancements
2. Transportation and safety improvements
3. Wingra Creek BUILD planning and development
4. South Madison Gathering Spaces Project

### PSP projects

1. Development of a "story book" to provide a comprehensive narrative of the opportunities and activities on the Southside -- \$10,000 City Neighborhood Leadership Grant awarded.
2. Implementation of *the Park Street: Main Street for the Southside – Design Guidelines for Private Property Improvements & Public Streetscape Design* – Design guidelines approved by City Council; Implementation Committee convened.
3. Steering Committee for the UW Community Outreach Partnership Center (COPC) – Pending HUD approval.

Future PSP activities include active participation in the planning and redevelopment of the Villager Mall and the Biomedical Corridor Initiative.

## Organizational Capacity

PSP is a consortium of organizations and stakeholders. Member organizations provide administrative and financial support as needed. The UW Chancellor's office is currently funding a part-time staff person. PSP is working to determine how it will need to grow and change to meet the needs of the Southside; possibilities include the creation of a BID or CDC.